2-1-1 Phase I – Executive Summary
DRAFT for Discussion with 2-1-1 Community Advisory Committee (May 27, 2004)

2-1-1 OVERVIEW

The overall objective of the 2-1-1 system is to provide more efficient and effective information and referral to both public and private health and human services, as well as a link to centralized disaster information networks for use in times of crisis.

Arizona's Strategic Plan for 2-1-1 can be found at: **http://www.az211.gov/strategicplan.pdf**. The 2-1-1 Project will be developed in phases as follows:

- Phase I: Develop a statewide, web enabled database as the foundation for 2-1-1.

- Phase II: Establish multiple 2-1-1 call centers in urban and rural communities to enable the 2-1-1 system to be accessible by dialing 2-1-1 from anywhere in the State.

- Phase III: Enhance database, call center operations and 2-1-1 outreach.

PHASE I

The State's goals for Phase I of the 2-1-1 system are to:

1. Expedite easy, efficient and effective access to health and human services.
2. Increase the public's ability to find services through utilization of proven technologies and best practices.
3. Enhance homeland security, crisis preparedness and disaster response information available to the public.
4. Provide comprehensive and high quality public health, bioterrorism, and emergency information through access to authoritative sources.
5. Enhance information available to citizens regarding opportunities to volunteer and give help.

In Phase I, the 2-1-1 system will be accessed through an Internet site that utilizes a comprehensive, statewide database of public and private programs, social service providers, charitable organizations, emergency response information and homeland security resources. The system will be administered by the Arizona Health Care Cost Containment System (AHCCCS).

The Phase I system will be designed to accommodate the combined requirements of Health and Human Services and Homeland Security, including the dissemination of information to the public regarding providers offering services in the following areas:

- Basic Human Needs
- Physical and Mental Health
- Domestic Violence
- Support to Children, Youth and Families, the Elderly and Persons with Disabilities
- Disaster Relief/Emergency Response Support
- Bioterrorism and Other Health Related Information
- Job Programs, Etc.

The 2-1-1 website will be linked to other existing systems that provide more detailed information, such as eligibility screening and other public and private on-line services.

The Phase I system, as proposed and delivered, will function in accordance with defined requirements yet be scalable to meet the future requirements of Phases II and III without major redesign or modification.

KEY PHASE I ELEMENTS

   I.   Funding through Center for Disease Control (CDC) Grant for 2-1-1 Development

   II.   Acquisition of data to enable the system to "go live" with comprehensive information

   III.   Content maintenance and updates

   IV.   Outsourced hosting of the 2-1-1 web-enabled database system

   V.   Competitive Request for Proposal (RFP) for development of the 2-1-1 database and related web site.

I. FUNDING

Department of Health Services (DHS) has secured a grant from the CDC for development of the Phase I version of the 2-1-1 system.

II. ACQUISITION OF DATA

The State plans to acquire data regarding service providers from existing sources to populate the 2-1-1 system. The State intends to enhance that data over time with additional updates and information from other data sources.

III. CONTENT MAINTENANCE AND UPDATES

The State anticipates entering into an initial contract for content maintenance and enhancements with the organization(s) from which the State acquires the initial core data for the system. Critical providers (i.e., Office of Homeland Security) will have password access to update the system directly. The balance of the service providers will submit updates electronically for review and posting. Content update reminders will be generated by the system. A complete audit trail of updates, including the user ID of the person modifying the system will be maintained.

IV. OUTSOURCED HOSTING

The State intends to outsource hosting of the 2-1-1 system to a hosting contractor with a robust and secure hosting environment.

V. COMPETITIVE RFP – SYSTEM DEVELOPMENT

Developer

The State will select an experienced contractor to develop the Phase I system based on a competitive solicitation that will contain specific evaluation criteria.

The State will request information from potential vendors, including:

- Proposed project plan and related deliverables (i.e., timeline, support and training plan, etc.).

- Experience of and positive references about the company and the proposed project team, in regard to similar systems and related technologies.

- Pricing for development and system maintenance, etc.

System Components

Links to Other Web Pages – The 2-1-1 system will act as a doorway, providing a host of links to existing sites for health and human services, homeland security, volunteer/ donation management, government services, transportation information, etc.

Provider Database – The provider database portion of the 2-1-1 system will include standard listing information and services descriptions, as well as hours of operation, intake procedures, eligibility and documentation requirements, availability/wait list information, taxonomy category, related keywords, volunteer needs and contact information, fee structure, etc.

Emergency Response Interface – The 2-1-1 system will display public service announcements to inform citizens about "unusual incidents," emergency safety bulletins, public health or bio-terrorism alerts, etc. In the event of emergencies, the system will be updated as appropriate by State emergency personnel. More detailed instructions, specific by geographic area, will be available through the system.

Give Help - The system will enable citizens to link to volunteer management organizations who can identify providers in need of assistance. In addition, the provider database will list volunteer coordinator contact information to enable citizens to contact providers to volunteer directly with their organization.

Phase II and III functionality - Proposed future functionality will be described in some detail in an attachment to the RFP. The RFP will state that Phase II and III functionality is subject to review, modification and approval by the Governor's Council on 2-1-1.

Phase II/III functionality to be described in the RFP relates to call centers, referral and assessment systems, virtual case management functions and enhancements to the Phase I system. Some of the possible enhancements to the Phase I system include language selection options,

unusual incident reporting enhancements, volunteer and donation management enhancements, more detailed tracking of service gaps, etc.

System Navigation

Access Points & Navigation **-** The 2-1-1 web site will be accessible from any location having access to the Internet/World Wide Web. The system will be intuitive and easy to use by customers, caseworkers and service providers.

Searching - The system will provide search capabilities, such as: "Where do you need services?" "What services do you need?" "Which provider do you want to locate?". The system will provide advanced search capabilities, such as keywords, taxonomy category, target age group, etc. The system will incorporate full text indexing, which will allow the user to search on any word in the database.

The search process will make it easy for an individual who does not have computer experience to search for and identify potential services. Keywords, graphic images, pictorial characters, or symbols (e.g., food services, medical support services, child care, etc.) will be used, where practical, to facilitate easy navigation. The system will include an initial self-help subsystem that will pose a series of questions to assist clients to find appropriate resources.

The client will have the option of printing the specific detailed selection or all selections returned as a result of the search.

Standards

The system will comply with all relevant defined national Alliance of Information & Referral Services (AIRS) standards as well as all technical policies, standards and procedures implemented by the State of Arizona. The user interface will comply with applicable State of Arizona standards adopted in regard to the Americans with Disabilities Act rules and regulations.

In Phase II, the system will gather client information and will therefore also be designed to comply with HIPAA and related regulations and guidelines.

Technology

Design - The system design will be consistent with State of Arizona web design guidelines: http://gita.state.az.us/digital_gov/styleguide_template.htm.

System Requirements - The system will be a web-based application based on a relational database and N-tier architecture that is consistent with the hosting environment. The application will support multiple browsers, including AOL, Netscape, Internet Explorer, etc. in their current release and two previous major releases. The system will include security controls consistent with State standards.

The system will include extensive system administration capabilities to add, change and/or delete links to other web based systems and for overall system maintenance.

Reporting - The system will provide capabilities to produce a series of standard and ad-hoc reports.

Operations

Maintenance – System support will be provided by the contractor. The State anticipates entering into an initial contract for content maintenance and enhancements with the organization(s) from which the State acquires the initial core data for the system. Should the State determine to support the system in the future, the contractor will provide support and training to migrate the system to the State.

Documentation, Installation and Testing – Documentation, installation and testing are the responsibility of the contractor. Documentation is subject to State approval and the State will also perform its own tests on the system prior to acceptance.

Performance - The contractor will establish a formal, documented change control process for all aspects of the project. The contractor will monitor system performance to ensure that clients are obtaining timely responses.

Training - The contractor will provide training to State personnel or representatives such as content managers, on the proper use of the system (including web and content updates, etc.). Should the State determine to support the system in the future, the contractor will provide additional training to the State to enable the State to maintain the system.

Special Terms

Pricing – The contract will contain deliverables-based pricing plus hourly rates for data loading/ cleansing and on-going maintenance and upgrades.

Development Timetable – The development timetable will be bid by the offerors and agreed to by the State.

Term – The contract will have a 2-year initial term, with three optional 1-year extensions.

Performance Guarantee and Software Warranty – The State will require a performance guarantee and software warranty.

Ownership - The State will own the system and the related provider data.